

MTEC Meeting Minutes

June 27, 2003

8:00 – 2:30

General Motors

Wentzville, MO

Chair Patti Penny opened the meeting by thanking General Motors for hosting our meeting. Introductions of members, staff and guests were held and an award was given out. Exceptional Achievement Award signed by Secretary Chao for Dewayne Hardcastle.

John Wittstruck moved for approval of the minutes. Garland Barton 2nd. Minutes were approved.

Committee Reports

Program Coordination

Rick Beasley

Rick informed the Council of the appeal of the United States Department of Labor's (USDOL's) sanction of Missouri for not meeting its performance targets. Chris Heisinger, general counsel for the Department of Economic Development, has sent in the appeal to the USDOL on the State's behalf. Within 45 days an administrative hearing will be scheduled. We feel that a 1% penalty for missing the performance target is a very harsh sanction. The number we achieved was 79.46572% and the target was 80%. The penalty was \$157,000

The plan's performance targets were revised through negotiations with the USDOL. They accepted the majority of our recommendations. The USDOL did ask us to increase our targets in a few areas. One area was the adult earnings change - revised up from \$2718 to \$2992. Based on first quarter reports Missouri is achieving 16 of the 17 performance targets. The one area we are failing in is the older youth retention target. However, the Division is working with youth service providers to improve this outcome.

Council staff polled each of the MTEC members with e-mail and telephone calls; MTEC approved the plan modification. That approval has been communicated to the United States Department of Labor (USDOL).

The other item for program coordination is the awards that we normally have for the local areas. The request for nominations has been sent to the local areas. Once the nominations are received from the Workforce Investment Areas, the Program Committee will review and them.

Bill Treece: Our committee also decided that this time we would ask for two alumni nominations from each district whereas before we were just given one.

Marketing and Communication Committee

Jim Dickerson

Information regarding the activities of the Marketing and Communication Committee is under tab three. No action is required. You may recall at our last meeting we talked about setting up meetings around the state. Our committee did meet and decided to move forward with partnering with Workforce Investment Boards to conduct meetings with employers. We are proposing a partnership among MTEC, WIBs and the local chambers of commerce for this purpose. David will be contacting the Training and Employment Administrators of Missouri (TEAM) regarding the partnership proposal. We will also be meeting with the One-Stop Executive

Committee to get their ideas. This outreach to business will give them an opportunity to inform us about our best and worst practices. This information will then be shared with the other WIB regions.

I am pleased to say we will have two articles in the Department of Economic Development's July newsletter. We are looking forward to that.

Education and Training

John Gaal

We were given three challenges: identify the essential technical skills needed by business and industry, complete the education and training part of the state of the workforce report, and develop an education scorecard.

John stated that he has been appointed by the US Secretary of Labor to an advisory committee on apprenticeship. "It is inspiring to me, to see the federal, state and local levels of government finally on the same page with regard to what our goals should be."

We are trying to listen to what business and industry are saying and trying to tie that into the efforts of the Education and Training Committee. The competencies that DESE has identified are reflective of the industries. The Committee is focusing on several areas including connecting students to career opportunities without remedial education/training, which is important for Missouri's economy. With regard to the education and training portion of the state of the workforce report, we're looking at: the needs of business and industry; K-16 education; and lifelong learning. The Committee's business and industry group is focusing on finding qualified candidates for business and industry. The Committee has identified strategies to improve outcomes:

1. education needs a better understanding of what the needs are within business and industry;
2. continuing education credit should be given to the teachers, counselors and administrators who do internships with business and industry; and
3. partnering between education and business that leads to education responding more quickly to the needs of businesses.

Our K-16 team is focusing on connecting students to career opportunities without the need for remedial education. Dr. Nancy Headrick presented six competency profiles as a guide: agricultural, business, family and consumer sciences, health sciences, industrial, and marketing. The team also reviewed other assessment tools, including the National Occupational Competency Testing Institute (NOCTI). The team reviewed the NOCTI standards for work readiness skills.

Our lifelong learning team is headed by Gil Kennon. Key points from the team include:

1. The education system needs to recognize that skill-based training programs are vital to Missouri's economic competitiveness;
2. A number of model programs provide matriculation credit for skill-based training, however, these are localized agreements; and
3. There is redundancy between the community college and university systems;
4. Trying to get universities to accept skill-based training credits is very difficult; and
5. There is a lack of coordination at the state level.

The Education and Training Committee will be dealing with the issues of: literacy, graduation rates, A+ enrollment, work readiness, MAP scores, as well as other issues that are hard to implement and measure such as drug testing.

Motion:

Virginia Mee moved for approval/support for the continued work of the education and training committee. Sheryl Johnson-Stamper/2nd. Motion approved.

Strategic Planning Committee

David Heath

I was appointed chairman of the strategic planning committee and before I make this short presentation this morning I want to recognize the work of John Dial who was my immediate predecessor. Thank you sir.

The Strategic Planning Committee has oversight of the preparation of the state of the workforce report and system scorecard. I was surprised to learn that a state of the workforce report has not been published in recent history. There have been reports on parts of the system but not a comprehensive state of the workforce report. We are finding it somewhat of a challenge to scramble against the time requirements to create such a report without the benefit of an existing template.

On May 27th the Strategic Planning Committee met to receive reports from the various committees and work groups drafting information for the “State of the Workforce Report.” John Gaal’s Committee did an excellent job and we’ll find that his work is invaluable. We will also receive information from the Local Employment Dynamics (LED) workgroup and the NGA Workforce Policy Academy Team.

The target dates for the completion and submission of this report:

August 2003 – draft report submitted to state and local partners for review;

October 2003 – to MTEC

November 2003 – to the Governor

January 2004 – to the General Assembly

We are working with all deliberate speed to retain the services of a consultant who will engage us in this process. Next time we come together, we will have more detailed information relative to the report.

Madam Chairperson I do have a motion I wish to make.

Preamble:

- Since the Council has embarked upon the development of a State of the Workforce Report for Missouri and this report will include Missouri’s Workforce Investment System Scorecard; and
- Since the Report and Scorecard are vital to Missouri’s development of an effective workforce implementation plan for meeting the needs of business and industry; and
- Since support services are essential for people, served by the workforce investment system, who are transitioning from low skill/low wage jobs and from welfare to work; and
- Since support services are vitally important for both strategic planning and program implementation.

Motion:

Therefore, I move that the Missouri Training and Employment Council charge the Special Focus Committee (supplemented by state and local agency staff with appropriate expertise) with the tasks of:

- Identifying the support services (ensuring job retention) needed to ensure that Missouri’s Workforce Investment System responds effectively to the needs of Business and Industry;
- Drafting the Support Services portion of the State of the Workforce Report; and
- Developing the Support Services portion of Missouri’s Workforce Investment System Scorecard.

David Heath/motion. Virginia Mee/2nd. Motion approved.

LED/Census Bureau Clinton Flowers

The Council charged the Local Employment Dynamics (LED) workgroup with a couple of major objectives. Create a collaborative effort to blend census, economic and workforce data into useful information; and the development of a “web-based” interface for customers. We’ve formed a workgroup of 18 people who work with data everyday such as the state demographer, research analysts, local career center staff etc.

The LED Team has been meeting to identify a comprehensive list of questions we believe should be answered by a web site such as this. Much time was spent developing data sources. The model Web pages focused on

three different customer groups; businesses, job seekers and communities. We believe that there needs to be a synthesis of various data sources that could be achieved with this web site. We've got consensus on the major features. We want to use this page as the enticing front page to convince folks it's worth their time to drill down into the information. Behind the tab 6 there is a set of slides that gives you an example of our mock-up web site.

A front-end page that is within three clicks of the home page we think is a great idea. We would establish a rich front page that is peppered with a lot information. Rather than simply focusing on demographics or data tables, we think it would be more beneficial to include information on customers, suppliers and competitors. In addition, information on emerging and declining industries will be of great interest to employers. Information on markets will also be useful and is rarely seen in a mix with economic, workforce and census data. The career information will focus on education. We're talking about where you might find two-year degrees in related skills. Also examples of where you might find the highest number of related degrees etc. We would also like to develop a definition of quality of life. It may be different for each of these three customers; businesses, job seekers and communities. We would like to assemble quality of life data and add that on the site. We would use profiles based on the county information as much as possible.

On this Quick Facts page you see there is a lot of data, the top expanding industries, average labor cost, total population, total labor force, unemployment rate; again quick facts and figures. These Web pages would also permit the viewer to delve deeper into the number of employees, the number of businesses, average wages paid, etc. An overview of the particular industry will include its position in the national, state, and regional economies. Depending on the industry (and without disclosing confidential information), we may be able to provide both county and regional information. Mapping and graphing tools are also possible features.

We will have something out there by the end of the year.

Motion:

The LED Team is requesting that the Council approve the concept of mining the data bases and consolidating market, workforce and census information into easy to read Internet Web pages for businesses, job seekers and communities (WIB Regions).

Ron Randen/motion. Sheryl Johnson-Stampley/2nd. Motion approved.

NGA Workforce Policy Academy

David Mitchem

The National Governor's Association Workforce Policy Academy is identifying the best practices throughout the country and applying them within the six participating states, including Missouri. The Missouri Team has met several times. All six states met in Washington DC in late March. The six state teams will meet again in St. Louis on September 29, 2003 to October 1, 2003. Behind Tab 7 under status the elements that the Missouri team has been working on. Missouri's Academy Team identified projects that it will focus on over the next two years:

- State of the Workforce Report;
- Workforce System Scorecard;
- MO Career Centers increasing referrals to vocational education and community colleges;
- Identification of essential and technical skills needed by business/industry; and
- Community college realignment.

The Missouri Policy Academy Team met on June 9th with Christopher T. King, Director of the University of Texas at Austin's Ray Marshall Center, and Bob Sheets of Northern Illinois University's Business and Industry Services to identify national best practices that might be adaptable for Missouri's workforce investment system.

The Team also discussed measures for the system performance scorecard:

- Where are we growing jobs and why; where are we not growing jobs and why?
- Are the jobs that are being grown in industries that makes Missouri competitive or in industries that are going to rollover in favor of foreign competition?

- Earnings, per capita income. Where we are growing, what are the trendlines?
- Is the literacy rate in Missouri going up or down? What's the rate? What's the trend?
- Competencies and credentials. Is Missouri providing credentials that are transferable that business understands and accepts? Do competencies acquired at the Voc Ed schools at the Community Colleges roll up into a University degree?

Carl Perkins Reauthorization

Nancy Headrick

Dr. Nancy Headrick gave a detailed PowerPoint presentation (behind Tab 8) regarding Adult Education and Literacy (AEL), a program for persons who are 16 years of age or older. Dr. Headrick cited DESE's AEL performance history. She also discussed the Carl Perkins Reauthorization using secondary and post-secondary core indicator information. She pointed out that one of the challenges on the post-secondary side is identifying who the students are. However, "we're doing a better job with that in helping our people on our community college side."

There are four core indicators:

- Core Indicator #1 is student attainment of academic and vocational technical skills. We use MAP data to report our academic attainment. We use essential skills criteria for our skill attainment. Missouri has not met performance targets in either area but we have continued to improve. One of the things that make it difficult is that school districts determine who gets counted for vocational education accountability. We hope with new legislation we will be able to improve accountability and obtain a more accurate account of our essential skill attainment.
- Core Indicator 2 is completion. The reason Missouri's performance numbers are low on the completion with credential is because we have few programs with credentials. By the time we implement our core computer program we hope that all programs will be aligned with some type of certification, some type of credential, or some type of licensing.
- Core Indicator 3 is placement and retention. Missouri's placement performance has always remained high in vocational education programs.
- Core Indicator 4 is non-traditional participation and completion. Missouri's participation performance is acceptable, but we need to improve completion. There are many non-traditional courses that are given to us from the Feds.

Motion:

MTEC should consider a resolution (Attachment A) to be sent to U.S. Congress encouraging them to provide continued federal financial support for career technical education as a wise and necessary investment in the future of our nation's students, workers and economy. John Gaal read the resolution aloud adding an amendment to include organized labor.

John Gaal/motion. Jim Dickerson/2nd. Motion approved as amended.

David Heath: This is well written. Ultimately if you are going to send it to targeted members of Congress you ought to have a very short cover letter on top of this because they won't have time to read it all.

WIA Plan Revisions and Sanctions

Rick Beasley

Rick Beasley presented the Division of Workforce Development performance report. Each Division of the Department of Economic Development is engaged in a strategic planning process that documents program outcomes. This information is supplied to Joe Driskill on a quarterly basis. We look at those outcomes that impact Missouri's economy, as well as efficiency and effectiveness. One of the measures we look at is an increase the number of people that get a job through our programs. We identify the date that we know there are

major economic impacts and then look for trends. Last quarter we were able to place 89,000 people into employment, 64% of the people we worked with got a job.

Performance data is also broken down by region, allowing workforce boards to compare with each other and quarter to quarter. The Division promotes strategies that help job seekers obtain training and thereby be more productive for employers. New measures incorporated this year include: market penetration rate for job seekers - 39% of individuals that got a job in the state came through the Missouri Career Center system. Another new measure is job market penetration. We are improving services to get more employers utilizing the Missouri Career Center system. Another new measure is job order cycle time, a process measure that shows the number of days to fill a job order from business.

We are developing strategic alliances with Universities to encourage college students to enter their information into the Great Hires system. By increasing the number of individuals with bachelors, masters and with PhDs in the Great Hires system, we will increase the number of employers who will utilize the system. We are also looking for a way to develop strategic alliances with staffing services firms. We have found there is an increase of TANF individuals using staffing services. In addition, developing alliances with business associations and unions allows them to provide better services to their membership at no extra cost.

Rick also informed the Council that the Division is appealing the USDOL's sanction of Missouri for not meeting its performance targets. Chris Heisinger, general counsel for the Department of Economic Development, has sent in the appeal to the USDOL on the State's behalf. Within 45 days an administrative hearing will be scheduled. We feel that a 1% penalty for missing the performance target .5% is a very harsh sanction. The penalty was \$157,000. The number we achieved was 79.46572% and the target was 80%.

The USDOL Regional Administrator sent in a letter to the national office recommending that Missouri not be sanctioned. He stated that the performance targets that Missouri missed last year were the adult earnings change and right now we are at 94% of our negotiated level. We are at 101% of our negotiated level with the older youth earnings.

Rick indicated that changes proposed to WIA include a set of common measures. One of the issues under review is how the measures are calculated. For example, Missouri was sanctioned based on less than four quarters of performance data. If four full quarters of data is considered, Missouri exceeded the 80% threshold (83%).

The council was assured that the Division provides incentives for the workforce investment areas to achieve there performance targets. The four workforce investment areas (Northwest, Southeast, South Central and St. Louis County) met their performance targets last year and were awarded \$70,000 apiece.

What I'm asking the Council to do is to write a letter on behalf of the Division.

David is handing out a draft copy of the letter to Senator Bond (Attachment B). It would be helpful if the entire Missouri delegation received the letter.

Recognition Resolutions

MTEC resolutions (Attachment C) recognizing the outstanding participation of former Council members John Dial, Ron Breshears, James Ritter, Alise Martiny, Mikki Brewster and Executive Director Rick Beasley were presented for Council adoption.

Jim Dickerson/motion. David Heath/2nd. Motion approved.

Patti Penny presented awards to Rick Beasley, Tom Jones and John Dial.

WIB Reports

Reports on the status of the Workforce Investment Boards was given for:

St. Louis/Tom Jones. Tom presented an overview of the activities of SLATE for the past two years.

St. Louis County /Virginia Kirkpatrick and Larry Hightower. Virginia Kirkpatrick spoke on an innovative program for youth offenders, 14-17 years old. The concept is to use the entire community to wrap support around the youth needed to succeed. Larry Hightower spoke on other significant programs in St. Louis County and there efforts to implement best practices.

St. Charles County/Earl Shack. Earl spoke on a specific initiatives, including planning. It was determined that the St. Charles County WIB board needed to re-evaluate their strategic plan. This initiative includes a review of the vision, mission, values statements to make them more relevant to the boards work.

TANF Clients

David Mitchem for Lew Chartock

There has been some shift of TANF responsibilities and resources from the Division of Family Services to the Division of Workforce Development to provide work related services. I believe Mr. Chartock wanted to encourage the Council to ensure both sufficient resources and accountability as the state serves TANF clients. It is important that people are helped to both get into the workforce and become self-sufficient. I think that was his focus. Denise would you like to address the changes in TANF?

Denise Cross: I'd be glad to. Earlier this year Governor Holden signed an executive order to move towards the consolidation of work activities into the Division of Workforce Development. Rick and I started meeting last fall and developed a budget, a plan and a vision to make the consolidation work. Twenty million dollars was transferred out of the Division of Family Services and into the Division of Workforce Development. We have been working with Rick and his staff to ensure a smooth transition. As an agency we will be responsible for providing cash assistance to qualified individuals, tracking their time limits, and providing them supports like food stamps or healthcare coverage, and child care. Family Services will refer them to the workforce system for their work activity. I think this will help connect individuals to opportunities in the work system and we will be focusing our attention on those individuals who are not quite ready for work. It's been exciting and lot of hard work and we will have to keep working and tweaking and revisiting. It is a big shift for us and for the folks that we serve. I think we've done the best we can to anticipate problems. The bottom line is the success of the individuals that we serve.

Meeting Adjourned